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FOR IMMEDIATE RELEASE

Botanic Choice Returns to Roots with Launch of Natural Health Blog

HOBART, IN January 22, 2012 – Botanic Choice is pleased to announce the launch of their new natural health blog at <http://blog.botanicchoice.com>. Here visitors can learn more about a wide range of topics regarding health and wellness.

According to Tim Cleland, President, Indiana Botanic Gardens, Inc., “Our new health blog is a continuation of a tradition that began 75 years ago with the publication of *The Herbalist Almanac*. It’s always been about providing timely, relevant and new information to the health-conscious consumer.”

A Long Tradition of “Blogging” Continues

To say that Indiana Botanic Gardens, Inc. wrote the book on herbs, is not an exaggeration. In fact, the company’s founder wrote one of the earliest and most comprehensive herbal books written, *The Herbalist*, now in its tenth reprinting.

In 1925 Indiana Botanic Gardens began producing an annual publication, *The Herbalist Almanac*, a condensed and updated version of *The Herbalist*, which also served as the first-ever product catalog. In an age where medical expertise was not always readily available or affordable, *The Herbalist Almanac*, which ran for 50 years, offered the public valuable medical information on most of the common ailments of the day – including malaria, tape worms, rheumatism and more, along with herb descriptions, remedies, recipes, and customer testimonials

The *Herbalist Almanac* gained in popularity and mail poured in from all over the world including universities, libraries, botanists and people from all walks of life, both contributing to and seeking information. Today Indiana Botanic Gardens, Inc. is still a first source of information on herbal matters for thousands of people.

Frequently Updated to Keep Customers Involved

Contributing to the blog will be chiropractors and clinical nutritionists, Dr. Gary Gendron and Dr. Karen Yale, along with Botanic Choice President, Tim Cleland and Vice President, Tammy Cleland. With a focus on articles that are relevant, interesting and entertaining, current postings include tips on how to boost metabolism, unique natural insect repellants, using the new food pyramid, the benefits of B-vitamins and more. True to its roots, future topics planned include recipes, customer testimonials, research findings, anecdotes, company news, cartoons, photos and more.

About Botanic Choice

Indiana Botanic Gardens, Inc. is a leading provider of more than 500 high-quality nutritional supplements, including its best-selling Thyroid Complex™ and Opti Gold™ vision formula

support. Their line of vitamins, aromatherapy and homeopathy are sold through their catalogs, web site www.BotanicChoice.com, and retail store at 3401 West 37th Ave, Hobart, Indiana (800-644-8327). Customers can call anytime for a free catalog.

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